

# UPCOMING TRADE EVENTS

**JULY - NOVEMBER 2001**

DATES	EVENT	LOCATION
July 11 - 13	<b>PAACE Automechanika</b> PAACE Automechanika is an annual event where the Office of Automotive Affairs and CS-Mexico City distributes information on ITA services and collects trade leads for U.S. automotive parts and accessories companies from among event visitors.	Mexico City, Mexico
July 21 - 24	<b>ISPO- Summer 2001</b> Exhibitors from over 40 countries present their range of products focusing on both summer and non-seasonal sports. Such products include sportswear, sports shoes, outdoor fashion, bathing and beachwear and fitness, tennis, squash, table tennis and badminton equipment.	Munich, Germany
August 4 - 6	<b>Health and Aged Care 2001</b> Health and Aged Care is Australia's only trade show dedicated to medical equipment. It is held biennially and attracts around 3,000 visitors and 120 exhibitors. The show features hospital furniture and fittings, sterilisers, disability aids, educational materials, laundry and waste facilities and information technology and communication systems.	Melbourne, Australia
September 5 - 9	<b>Equifair 2001</b> Equifair is Canada's largest trade fair dedicated to the horse. Presented in conjunction with the Spruce Meadows' Master Horse Jumping Tournament, which attracted over 170,000 visitors last year, this show provides an ideal setting for companies to enter the Canadian and international markets. The Commercial Service Calgary offers matchmaking appointments, networking receptions, and logistical assistance.	Calgary, Canada
September 9 - 12	<b>Decosit</b> Decosit is the major international trade show for upholstery textiles. Over 50 U.S. companies exhibit at this event, which attracts over 12,000 visitors from over 100 countries. At Decosit '99 the 10 American companies on the U.S. pavilion reported \$27.8 million in one year projected sales.	Brussels, Belgium
September 10 - 21	<b>International Mass Transportation Program Trade Mission</b> Thailand, Vietnam, Taiwan, and China are the focus markets of the 2nd Annual Asia Mass Transportation Trade Mission. This regional event will attract participants from across Asia with whom mission members can meet to discuss infrastructure development opportunities.	Thailand, Vietnam, Taiwan and China
September 19 - 21	<b>Global Franchising 2001</b> The 3rd annual international exhibition and conference for franchising, licensing and business opportunities.	Singapore
September 25 - 28	<b>Enviropro 2001/Tecomex</b> Over the past 8 years, Enviropro has become the most important show in Latin America and this year's show is set to be the best ever. The show organizer, E.J. Krause, is planning for over 200 exhibitors and expects an third of these to be U.S. firms. They anticipate over 6,000 visitors to the show. The show organizer will work with the U.S. Commercial Service in Mexico to provide U.S. exhibitors with a market briefing, an Embassy reception, and to offer an optional Gold Key Service to find qualified representatives in Mexico. Not only will U.S. exporters learn about the Mexican market, but up to five neighboring countries as well.	Mexico City, Mexico
October 1 - 4	<b>American Society for Industrial Security</b> ASIS International is the U.S. largest industrial security trade show. For the 5th year a trade delegation from Saudi Arabia will attend the show, sourcing products and services from the 1,800 exhibits, and attending several of the 140 educational seminars designed for security specialists.	San Antonio, Texas
October 1 - 5	<b>Equipment Leasing Association Mission to Central Europe</b> The Equipment Leasing Association is co-sponsoring a delegation of top executives from U.S. companies considering Central Europe as a market. The goal is to introduce American companies to these growing leasing markets and assess future business opportunities.	Poland, Hungary, Czech Republic
October 3 - 6	<b>EDIFICA 2001</b> The International Biennial Building Materials and Construction Machinery Trade Show is being organized by the Feria Internacional de Santiago (FISA) and the Chilean Chamber of Construction.	Santiago, Chile

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## HIGHLIGHTED EVENTS

### IT AND E-COMMERCE TRADE MISSION TO SOUTH EAST ASIA

**JULY 31-AUGUST 9  
PHILIPPINES, VIETNAM, MALAYSIA**

The mission's goal is to gain first-hand market information and provide access to key government officials and potential business partners for U.S. Internet, e-commerce, and wireless technologies firms desiring to establish and expand their presence in the Vietnamese, Philippine and Malaysian markets. The mission will also generate a large amount of publicity and market exposure for participating companies through press conferences and pre-trip publicity. In sum, the mission will facilitate access for the participating companies to opportunities resulting from the increasing market demand in Southeast Asia for U.S. information technology products and services.

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### COSMOPROF COSMETICA 2001

**SEPTEMBER 21-24, 2001  
SAO PAULO, BRAZIL**

The U.S. Department of Commerce is pleased to announce that, in cooperation with the Independent Cosmetic Manufacturers and Distributors (ICMAD), it will organize a Pavilion for U.S. exporters at Cosmoprof Cosmetica 2001 for the seventh year.

Cosmoprof Cosmetica (formerly known as Cosmetica), the second largest international trade show of its kind in the world and the largest in Latin America, was held for the eleventh time in 2000. The fair hosted 515 exhibitors--367 from Latin America and 148 from the rest of the world. Visitors, who included Brazilian and other Latin American distributors, wholesalers, and retailers, as well as the general public, numbered 78,000, with over 1,600 buyers coming from 22 countries.

U.S. cosmetics firms are advised to move fast to take advantage of this outstanding opportunity. For an application package with further details, including a fair brochure, please contact Edward K. Kimmel at the U.S. Department of Commerce in Washington Tel: (202) 482-3640, Fax: (202) 482-3422, or Email: Edward\_Kimmel@ita.doc.gov

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
October 10 - 15	<b>Frankfurt Book Fair 2001</b> Over 300,000 prospective distributors, buyers and rights licensees from all over Europe and the world descend on Frankfurt every year to participate in the Frankfurt Book Fair, the largest and most important trade show in the industry. With Europe already purchasing 1/4 of all U.S. books sold overseas (\$440 million in 2000), the Frankfurt Book Fair is an excellent opportunity U.S. publishers to find new export markets.	Frankfurt, Germany
October 13 - 21	<b>Genoa International Boat Show</b> Genoa's International Boat Show is one of the largest and leading international boat shows in the world for motor boats, sailing boats, surf boards, inflatable crafts, diving and fishing equipment, engines, instruments and accessories. Last year's event attracted 350,000 visitors and had 1,468 exhibitors. This is the fourth consecutive year that the U.S. Commercial Service will hold a U.S. Catalog Exhibit at the Show.	Genoa, Italy
October 16 - 21	<b>EquipAuto 2001</b> EquipAuto 2001 features 160,000 professional visitors from over 120 countries. 2,500 exhibitors from over 60 countries are expected to participate. Three shows will be featured under one roof: Original Equipment, Aftermarket-Spare Parts and Garage.	Paris, France
October 18 - 21	<b>Worldwide Food Expo</b> Worldwide Food Expo is the largest and fastest-growing food-manufacturing event in the world, attracting well over 30,000 key decision-makers from today's thriving food industry. Attendees represent the full spectrum of food manufacturing professionals. Product categories include all segments of food production and packaging. Worldwide Food Expo hosts the food manufacturing industry's most comprehensive array of professional seminars.	Chicago, Illinois
October 18 - 22	<b>SMAU 2001</b> SMAU is Europe's second largest exhibition in the Information and Communications Technology (ICT) sector. It attracts 2,400 exhibitors and 360,000 qualified visitors each year. The Italian market for products and services in the computer hardware, software and telecommunications sectors is \$40 billion, and the U.S. is Italy's largest supplier of such products and services. By participating in SMAU, small and medium-sized, new-to-market U.S. companies are introduced to top Italian distributors and business partners, and stand an excellent chance of benefiting from the opportunities offered by the Italian and surrounding markets.	Milan, Italy
October 23 - 25	<b>TTW 2001 - Travel Trade Workshop</b> TTW is the main trade event covering Switzerland's \$9 billion (outbound) travel market. Some 1,000 exhibitors from over 100 countries will attend. Over 10,000 trade professionals and buyers from the entire country will attend.	Montreux, Switzerland
October 30 - 31	<b>Electrical Power Trade Mission and Seminar</b> This trade event and seminar is designed to provide small-to-medium export-ready companies, utilities and their suppliers with a first-hand opportunity to become familiar with the Canadian electrical power market, establish new and profitable commercial relations, and provide valuable trade and market-related information from up-to-date industry briefings.	Toronto, Canada
November 14 - 17	<b>International SHOPA show</b> SHOPA is one of the 200 largest trade shows in the United States, according to Tradeshow Week. The show is offering seminars the day before the show and customized local store tours with association executives serving as speakers on an as-needed basis. Products will include: computer accessories and software, desk accessories, furniture, writing instruments and accessories, office storage, school supplies, and much more.	Miami, Florida
November 14 - 17	<b>International Amusement Parks Show</b> IAAPA is the premier trade show for the amusement park and entertainment industry, encompassing the entire spectrum of companies from small family-run operations to large, multi-national corporations. Exhibitors run the gamut from high technology such as virtual reality simulators to the latest games, rides, food and beverage and state of the art themed attractions.	Atlanta, Georgia
November 27 - 30	<b>Environment Japan 2001 and Wastec</b> Japan's environmental market is large and growing fast. The market is expected to reach \$360 billion by 2010. Environmental regulations are getting stricter, yet existing solutions in Japan are not sufficient enough to cope with various environmental problems. This growing market is constantly seeking innovative and experienced overseas suppliers to fill its vast need. As one of the Japanese government's export-to-Japan facilitation efforts, JETRO invites environmental companies looking to enter and/or expand their business in Japan to Environment.	Tokyo, Japan

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## GOLF EUROPE 2001

**OCTOBER 30 TO NOVEMBER 1, 2001  
FRANKFURT, GERMANY**

The U.S. Department of Commerce in conjunction with the American Consulate in Munich will sponsor a U.S. product sample/literature center at Golf Europe. Major product categories are of all kinds of golf equipment, apparel, accessories and other golf-related products.

In Germany, sales generated by golf equipment, clothing and accessories grew to more than \$165 million in 1999. Retail sales rose by 16.3 percent compared with 1999. The German golf market is the fastest growing and the fifth largest foreign market for U.S. golf equipment. Excellent opportunities exist for U.S. golf companies in the German and European golf markets. U.S. made golf equipment is highly regarded in the sophisticated, quality-conscious German market.

Golf Europe, held annually, is a specialized show for golf course owners/operators. At the 2000 event, there were nearly 300 exhibitors from 21 countries and a total of 5,500 strictly trade-only buyers from 47 countries. It has become recognized as a key event that fuels Europe's golf market. This is an excellent/economical opportunity to introduce new-to-export, new-to-market golf equipment companies in the industry to exporting.

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## SAIE TRADE FAIR

**OCTOBER 17-21, 2001  
BOLOGNA ITALY**

The SAIE International Building Exhibition is the largest building fair in Italy and one of the top three fairs in Europe, with 1,900 exhibitors and 173,500 visitors. Investment in the Italian construction industry totaled nearly \$89 billion in 2000.

The increasing importance of SAIE corresponds to the growth of the Italian construction sector and of the importance of Italy as a market for building products. With total revenues rising by an estimated 3.3 percent, 1999 marked the end of the stagnation that had beset the Italian construction industry since 1993. This recovery benefited all market segments, with the exception of "new residential construction," which recorded a slight decrease. A more significant increase of 6.4 percent (3.4 percent in real terms) came in 2000.

The American pavilion at Bologna's SAIE event is organized by CS Italy's offices at the U.S. Consulates in Florence and Milan and is recruited by an inter-post CS Europe Team. In 2001, the pavilion hosted six American companies, and these exhibitors reported seven distribution agreements made at the fair, covering Italy as well as Slovakia, Spain, Romania, Colombia, and Israel.

Interested companies should e-mail U.S. Commerce Department Trade Specialist Gail Snyder at gail.snyder@mail.doc.gov or CS Florence representatives at Florence.Office.Box@mail.doc.gov.